This guide relates to the Freemark Abbey Winery case (HBS case 9–181–027). A copy of the case should be available to you via Study.Net. We will discuss the case on Wednesday, September 1st.

In preparation for the case, please draw a decision tree for Mr. Jaeger’s problem. Also think about the following questions.

- Are there any missing data? If so, what are they and are they relevant?
- What conclusions do you draw from your analysis? That is, what would you advise Mr. Jaeger to do?
- How sensitive are your conclusions to Mr. Jaeger’s probability assessments?
- To what extent might risk be a factor in Mr. Jaeger’s decision?

As a possible aid to your thinking, I would note that a 1976 dollar is roughly equivalent to $2.72 today.